

WHAT IS CLAIMED IS:

1 1. A method comprising:

2 receiving a selection of media content from a graphical user interface, wherein the
3 media content is configured to be downloadable onto one or more computers;

4 providing one or more advertisements capable of being played on the one or more
5 computers; and

6 providing access to the media content upon playing the one or more advertisements in
7 their entirety, wherein a fee for the media content is received from a sponsor in exchange for
8 a user playing the one or more advertisements in their entirety before the media content is
9 accessed.

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11 2. The method of claim 1 wherein the providing access to the media content upon
12 playing the one or more advertisements in their entirety comprises downloading the media
13 content after playing the one or more advertisements in their entirety.

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15 3. The method of claim 1 wherein the providing access to the media content upon
16 playing the one or more advertisements in their entirety comprises downloading the media
17 content during the same time as playing the one or more advertisements in their entirety.

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19 4. The method of claim 1 wherein the providing access to the media content upon
20 playing the one or more advertisements in their entirety comprises downloading the media
21 content before playing the one or more advertisements in their entirety, wherein the
22 download comprises locked media content, and wherein the user is prevented from unlocking
23 the media content until after the user plays the one or more advertisements in their entirety.

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25 5. The method of claim 1 wherein the providing access to the media content upon
26 playing the one or more advertisements in their entirety comprises downloading the media
27 content and the one or more advertisements in a package download, wherein the package
28 download comprises locked media content, and wherein the user is prevented from unlocking
29 the media content until after the user plays the one or more advertisements in their entirety.

31 6. The method of claim 1 wherein the user receives the media content without paying a
32 fee for the media content.

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34 7. The method of claim 1 wherein the providing access to the media content comprises
35 downloading the media content.

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37 8. The method of claim 1 wherein the selection of media content comprises a plurality
38 of individual media content selections.

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40 9. The method of claim 1 wherein the media content comprises any one or more of
41 audio content, video content, text-based content, gaming content, and any combination of
42 audio content, video content, text-based content, and gaming content.

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44 10. The method of claim 1 wherein the sponsor passes the one or more advertisements to
45 an intermediary distributor, and wherein the intermediary distributor delivers the one or more
46 advertisements to the user upon receiving the one or more advertisements from the sponsor.

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48 11. The method of claim 10 wherein the intermediary distributor categorizes the one or
49 more advertisements and delivers the one or more advertisements based on one or more
50 specifications of the sponsor.

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52 12. The method of claim 11 wherein the one or more advertisements are targeted for one
53 or more user preferences, wherein the one or more advertisements are tailored to one or more
54 user profiles.

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56 13. The method of claim 1 further comprising requiring the user to register user
57 information before selecting the media content, wherein the user information comprises one
58 or more user preferences and an email address.

60 14. The method of claim 1 wherein the media content is selected from an independent
61 website, wherein the independent website hosts the media content and an intermediary
62 distributor is adapted to deliver the one or more advertisements.

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64 15. The method of claim 1 wherein receiving the selection of media content from a
65 graphical user interface comprises selecting the selection of media content from an
66 intermediary distributor, and wherein the intermediary distributor is adapted to deliver the
67 media content and the one or more advertisements to the user.

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69 16. The method of claim 1 wherein an intermediary distributor receives the fee from the
70 sponsor and compensates one or more initial owners and producers of the media content with
71 a portion of the fee.

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73 17. The method of claim 16 wherein the download of the media content is authorized by
74 the one or more initial owners and producers of the media content.

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76 18. The method of claim 1 wherein the one or more advertisements are played in
77 streaming video format.

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79 19. The method of claim 1 wherein the playing one or more advertisements in their
80 entirety comprises not permitting a user to terminate the playing of the one or more
81 advertisements until the one or more advertisements have reached the end of play.

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83 20. A system comprising:
84 a user interface adapted to collect data from a user, wherein the collected data
85 comprises one or more selections for downloadable media content;
86 an intermediary distributor adapted to send one or more advertisements to the user;
87 and
88 a sponsor to compensate the intermediary distributor for the downloadable media
89 content in exchange for the user playing the one or more advertisements in their entirety,
90 wherein the user does not pay a fee to download the downloadable media content.

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21. The system of claim 20 wherein the intermediary distributor comprises a database adapted to store a plurality of media content and advertisements, wherein the one or more advertisements are categorized based on one or more specifications of one or more sponsors.

22. The system of claim 21 wherein the intermediary distributor is further adapted to provide the downloadable media content to the user.

23. The system of claim 20 wherein the intermediary distributor is further adapted to receive the one or more advertisements from any one of a sponsor and an advertiser.

24. The system of claim 20 further comprising an independent website, wherein the independent website is adapted to host the downloadable media content, wherein the intermediary distributor is adapted to pass one or more advertisements to the independent website, and wherein the user interacts with the independent website for downloading media content.

25. The system of claim 20 wherein the one or more advertisements are played in streaming video format.

26. The system of claim 20 wherein the one or more advertisements are downloaded to a user's computer prior to playing.

27. The system of claim 20 wherein the system is adapted to provide authorized downloads of the downloadable media content.

28. The system of claim 27 wherein the downloadable media content comprises any one or more of audio content, video content, text-based content, gaming content, and any combination of audio content, video content, text-based content, and gaming content.

121 29. The system of claim 20 wherein the one or more advertisements are targeted for the
122 user, and wherein the intermediary distributor comprises one or more tools and resources to
123 match a user profile to cataloged advertisements in an intermediary distributor's database.
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125 30. The system of claim 29 wherein the intermediary distributor is further adapted to
126 provide a ranking of downloadable media content to the sponsor based on a frequency of
127 download.
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129 31. A system comprising:

130 a first tool to enable the authorized downloading of media content for one or more
131 users;

132 a second tool to enable the one or more users to register user information; and

133 a third tool to deliver one or more advertisements to the one or more users, wherein
134 the authorized downloading of media content is agreed to be paid by a sponsor that requires
135 the one or more users to play the one or more advertisements in their entirety before
136 accessing the media content.
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138 32. The system of claim 31 wherein the system is configured to enable the authorized
139 downloading of media content to one or more users without requiring a fee from the one or
140 more users for the media content after the one or more users play the one or more
141 advertisements in their entirety.
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143 33. The system of claim 31 wherein the system is configured to enable the authorized
144 downloading of media content and reduce a fee for the one or more users for the media
145 content after the one or more users play the one or more advertisements in their entirety.
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147 34. The system of claim 31 wherein the system further comprises a graphical user
148 interface, wherein the graphical user interface is adapted to enable a user to select media
149 content for downloading.
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151 35. The system of claim 31 further comprising a fourth tool to automatically compensate
152 one or more initial producers of the media content with a portion of the payment from the
153 sponsor.

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155 36. The system of claim 31 further comprising a fifth tool to enable an assessment of a
156 frequency of downloads.

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158 37. The system of claim 36 wherein the fifth tool comprises a scale with one or more
159 ranges of popularity, wherein the one or more ranges of popularity comprises a number of
160 downloads in a given time frame.

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162 38. The system of claim 36 wherein the fifth tool further comprises one or more download
163 parameters, wherein one or more advertisements are assigned based on the one or more
164 ranges of popularity.

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166 39. The system of claim 31 further comprises a sixth tool that maintains a number of
167 credits in a user's account based on a number of advertisements played and a number of
168 downloaded media content, wherein the playing of an advertisement adds credits to the user's
169 account and the downloading of media content deducts credits from the user's account.

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171 40. The system of claim 31 wherein the sponsor is charged for the authorized
172 downloading of media content.

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174 41. A method comprising:

175 receiving a selection of media content from a graphical user interface, wherein the
176 media content is configured to be downloadable onto one or more computers;

177 providing one or more advertisements capable of being played on the one or more
178 computers; and

179 providing access to the media content upon playing the one or more advertisements in
180 their entirety, wherein a sponsor agrees to provide compensation for the media content in
181 exchange for a user playing the one or more advertisements in their entirety before the media

content is accessed, wherein the compensation is a payment to at least one of an intermediary distributor and one or more initial owners and producers of the media content.

42. An article comprising a machine-readable medium storing instructions operable to cause a machine to perform operations comprising:

receiving a selection of media content from a graphical user interface, wherein the media content is configured to be downloadable onto one or more computers;

providing one or more advertisements capable of being played on the one or more computers; and

providing access to the media content upon playing the one or more advertisements in their entirety, wherein a fee for the media content is received from a sponsor in exchange for a user playing the one or more advertisements in their entirety before the media content is accessed.